

The listing of the claims will replace all prior versions, and listings of claims in the application.

### **In the Claims**

1. (Currently Amended) A system for determining which non-internet advertisements direct which web clicks comprising:

a database comprising information about a user's non-internet media buys;

a second database comprising a user's IP addresses;  
said system comparing information from said first database with information from said second database to determine which of said non-internet advertisements generated said web clicks;

said non-internet media buys comprising:  
date and time of non-internet advertising; type of non-internet advertising; location of non-internet advertisement and an expiration date for said non-internet advertisement.

2. (Previously presented) The system of claim 1 further comprising:  
a report which shows which of said non-internet advertisements generated said web clicks.

3. (Cancelled)

4. (Previously presented) The system of claim 3 wherein said information about a user's non-internet media buys further comprises the demographics of said non-internet advertisement.

5. (Previously presented) The system of claim 3 wherein said information about a user's non-internet media buys further comprises the cost of said non-internet advertisement.

6. (Previously presented) The system of claim 1 further comprising: a report which shows which of said web clicks do not correspond to an advertisement.

7. (Previously presented) A method for determining which non-internet advertisements direct which web clicks comprising:

inputting information about a user's non-internet media buys into a database;

inputting information about a user's IP addresses into a second database; comparing information from said first database with information said second database;

determining which of said non-internet advertisements generated said web clicks.

8. (Previously presented) The method of claim 7 further comprising; generating a report which shows which of said non-internet advertisements generated said web clicks.